



Legislation Text

File #: 24-1034, Version: 1

**Other/Miscellaneous Request Template (Appointments; ROW; Code Changes; Zoning Action, etc.)**

**Date Submitted: 8-12-2024**

**Requesting Agency: DEN**  
**Division:**

**Subject Matter Expert Name: Kevin Forgett**  
**Email Address: Kevin.forgett@flydenver.com**  
**Phone Number:**

**Item Title & Description:**

*(Do not delete the following instructions)*

*These appear on the Council meeting agenda. Initially, the requesting agency will enter a 2-3 sentence description. Upon bill filling, the City Attorney's Office should enter the title above the description (the title should be in **bold** font).*

*Both the title and description must be entered between the red "title" and "body" below. Do **not** at any time delete the red "title" or "body" markers from this template.*

**A resolution approving a proposed Agreement between the City and County of Denver and The Superlative Group concerning revenue in sponsorship opportunity identification, marketing and management for key assets and passenger facing activations at Denver International Airport.**

Approves a revenue contract with The Superlative Group for five years for sponsorship opportunity identification, marketing and management for key assets and passenger facing activations at Denver International Airport, in Council District 11 (PLANE-202368409). The last regularly scheduled Council meeting within the 30-day review period is on 9-16-2024. The Committee approved filing this item at its meeting on 8-14-2024.

**Affected Council District(s) or citywide?**

**11**

**Executive Summary with Rationale and Impact:**

*Detailed description of the item and why we are doing it. This can be a separate attachment.*

**Address/Location (if applicable):**

**Legal Description (if applicable):**

**Denver Revised Municipal Code (D.R.M.C.) Citation (if applicable):**

**Draft Bill Attached?**